

OFFER

3
FOR
2

Save up to **\$1000**
by booking early!

informa

Certificate in Strategic Internal Communications

Your Comprehensive Guide For Designing And Implementing An Effective Internal Communication Strategy



Led by
Paula Coniglio

By The End Of This Course You Will Know How To:

1. **Develop** a Corporate Communications Strategy and Plan for your organisation, which aligns to business fundamentals, captures stakeholder needs and optimises the channels available to you
2. **Conduct** a review of your organisation's current communications capabilities and future needs
3. **Articulate** the critical success factors for internal communications and effective alignment with business strategy
4. **Identify**, map and meet your stakeholders' needs for internal communications
5. **Evaluate** your audiences and their needs, so that your messages resonate with them and invoke the intended response
6. **Act** as a Strategic Internal Communications Business Partner, by understanding your role as trusted advisor, the importance of personal influence, and the relationship between internal communications, employee engagement and customer satisfaction

16 – 19 December 2018*

The Address Hotel, Dubai Marina, Dubai, UAE

COURSE INFORMATION

MEET YOUR EXPERT COURSE LEADER



Paula Coniglio is an experienced quality management, strategic communications and employee engagement specialist. She is a seasoned practitioner and trainer with more than twenty years' experience of operating in complex, global environments.

As Head of Internal Communications at Lloyds Bank in the UK, Paula was responsible for developing and delivering effective internal communications strategies to translate complex organisational and cultural change into engaging messaging. During that time she managed employee communications during the UK's largest-ever financial services integration, helping to bring together the Lloyds TSB and HBOS workforce behind a common vision, strategy and set of values.

In addition, her Corporate Communications experience covers a wide range of disciplines from event management (including large-scale multi-national conventions and leadership conferences), to creating campaigns, report production (including executive presentation and speech writing), developing channel strategies (including digital and social media), and building, leading and up-skilling communication functions.

She was also part of the first cohort to achieve the highly regarded Strategic Communications Black Belt qualification.

In the area of Quality Management, she has successfully led numerous programmes in the UK and the Middle East to achieve ISO 9001 certifications, across disciplines ranging from operations, to customer services and product development. She is a qualified ISO lead auditor and a British Quality Foundation Assessor.

She has a passion for helping individuals and organisations to communicate more effectively, and to reach their full potential by developing successful quality management, business transformation and employee engagement strategies.

COURSE REQUIREMENTS AND CERTIFICATES

Delegates must meet two criteria to be eligible for an Informa Certificate of Completion for a course:

1. Satisfactory attendance – Delegates must attend all sessions of the course. Delegates who miss more than 2 hours of the course sessions will not be eligible to sit the course assessment
2. Successful completion of the course assessment

Delegates who do not meet these criteria will receive an Informa Certificate of Attendance. If delegates have not attended all sessions, the Certificate will clearly state the number of hours attended.

COURSE OVERVIEW

How often do we hear organisations say that its people are its greatest asset? Businesses need employees to understand, believe in and promote the future direction of the organisation, in other words to become an ambassadorial workforce.

In an increasingly cost-driven, value-focused business environment, internal communicators have a unique and crucial role to play in the success of an organisation by providing a clear line of sight between business strategy and every employees' role in delivering it.

This course will demonstrate how the Internal Communications function not only supports the communication of business strategy, but also plays a vital role in its delivery, by:

- Articulating the business case for an effective, strategically aligned internal communications capability within your organisation to your senior stakeholders
- Improving awareness, understanding and advocacy of your business strategy among internal stakeholders
- Moving your internal communications away from tactical interventions towards a more strategically aligned, value-adding approach
- Demonstrating how effective internal communication is consequential to the success of your business
- Helping you to evaluate and improve your levels of personal influence as a strategic communications partner

The course will provide the skills you need to build an effective internal communications strategy, fully aligned with your business strategy and therefore capable of improving business performance. It will introduce you to a range of important topics including:

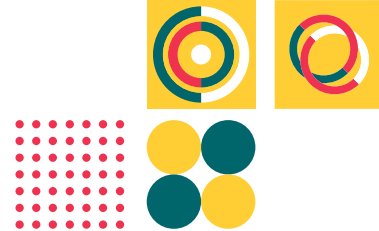
- Strategic analysis, planning and implementation
- Aligning internal communications objectives to strategic objectives
- Anticipating and addressing the needs of a range of stakeholders
- The rise of technology and the opportunities and challenges that presents for internal communicators
- Evaluating your audience requirements and meeting their varying needs
- Conducting a SWOT analysis of your communications function
- Using feedback and measurement to continually improve your internal communications
- The importance of effective internal communications during times of organisational change.

COURSE METHODOLOGY

Using a range of highly interactive workshops and exercises, this course will help you address the crucial internal communications challenges you face. It will introduce you to best practice case studies from across a range of industries, while providing you with tried and tested tools, techniques and templates; all designed to ensure internal communications make a positive impact on the strategic success of your business.

Certificate in Strategic Internal Communications

16 – 19 December 2018* | The Address Hotel, Dubai Marina, Dubai, UAE



Course Timings: Registration will be at 08:00 on Day One. Course sessions will start promptly at 08:30 and end at 14:30. There will be two short breaks for refreshments and lunch will be served at the end of each day's sessions.

Module 1: The Business Case For Corporate Communications

- Understanding recent trends in Internal Communication

Case Study: *Articulating the business case for Internal Communications and how to make the function consequential to the business*

Group Exercise: *The features of an effective Internal Communications function – Structure, design, governance, business model*

- Recognising the interaction required between internal communications, media relations, and external communications
- Review and action planning

Module 2: An Introduction To Strategy

- Understanding the strategic environment
- Understanding the link between internal communication and organisational strategy

Group Exercise:

- *Strategic analysis – a communications perspective*
 - o PEST analysis
 - o The 5 Forces model and its application in communications
 - o Explore the application of the Quantity, Quality, Cost, People and Environment (QQCPE) mode to determine the relevance of your internal communications strategy

Case Studies:

- *Ensuring alignment to business fundamentals – vision, mission, values, strategy*
- *Review and action planning*

Module 3: The Foundations Of An Effective Internal Communications Strategy

- How to identify, map and meet your stakeholder's needs for Internal Communications

Case Study:

- *Using internal customer research to inform the formulation of your communications strategy*
- *Assessing current internal communications capabilities and future needs*
- *Articulating your communications objectives*

Group Exercise:

- *Knowing your audience and how to target your messages for maximum impact*
- *Review and action planning*

Module 4: Turning Strategy Into Action – Building Your Strategic Internal Communication Plan

- The 8-Step planning cycle
- Understanding the importance of Think/Feel/Do
- Getting the message right – writing skills, writing for different media
- Building the optimum mix of channels – including Social Media

Case Study:

- *Assessing the effectiveness of internal communications*
 - o Critical success factors
 - o Financial metrics
 - o Non-financial metrics
- *Tools and techniques - continually improving your communications strategy*

Group Exercise:

- *Communicating through organisational change*
- *Review and action planning*

Module 5: Your Role In Delivering Your Strategic Internal Communications Strategy

- The changing role of the Internal Communicator
- SWOT analysis of your function's communications abilities

Case Study:

- *Understanding how to build and up-skill the Internal Communications team – Skills/competencies required, disciplines, procedures*

Group Exercise:

- *Advising on leadership communications*
- *Building Line Management communication capabilities*

Self-Assessment:

- *Developing your skills as a Strategic Communications Business Partner to the business*
- *Thought leadership and your personal influence*
- *Review and action planning*

WHO SHOULD ATTEND

This cutting-edge course is created for professionals interested in maximising the strategic alignment of internal communications in their companies. From Department Heads and HR Directors to Internal Communications Managers and PR Managers, this course is for anyone interested in engaging their employees and creating an ambassadorial workforce.

Certificate in Strategic Internal Communications

16 – 19 December 2018*

The Address Hotel, Dubai Marina, Dubai, UAE

Course	Course Fee Before 30 September 2018	Course Fee Before 21 October 2018	Final Fee
Certificate in Strategic Internal Communications 16 – 19 December 2018*	US\$ 3,995	US\$ 4,495	US\$ 4,995

Pricing excludes 5% VAT, which will be charged where applicable

***Book and pay full fee for two colleagues and the third attends for FREE**

- Not applicable in conjunction with corporate discounts
- Payment to be settled before start of the course to avail the offer
- The 3 for 2 offer is valid on full price final fee registration only

Course fees include documentation, luncheon and refreshments. Delegates who attend all sessions will receive a Certificate of Completion.

All registrations are subject to our terms and conditions which are available at www.informa-mea.com/terms. Please read them as they include important information. By submitting your registration you agree to be bound by the terms and conditions in full.

DELEGATE DETAILS

FIRST NAME: _____ SURNAME: _____

JOB TITLE: _____ COMPANY: _____

ADDRESS: _____ POSTAL CODE: _____

COUNTRY: _____ CITY: _____

TEL: _____ FAX: _____ MOBILE: _____

EMAIL: _____

BC7301

EVENT VENUE

The Address Hotel, Dubai Marina, Dubai, UAE
Tel: +971 4 436 7777

ACCOMMODATION DETAILS

We highly recommend you secure your room reservation at the earliest to avoid last minute inconvenience. You can contact the Hospitality Desk for assistance on:
Tel: +971 4 407 2693 Fax: +971 4 407 2517
Email: hospitality@informa.com

FOUR WAYS TO REGISTER

Tel: +971 4 335 2437

Fax: +971 4 335 2438

Email: register-mea@informa.com

Mail: Informa Middle East Ltd.
PO Box 9428, Dubai, UAE

customised training solutions

The in-house training division of Informa Middle East

SAVE UP TO 40%

If you have 6 or more people interested in attending, and would like to customise this training course to suit your team and business, contact our Training Consultants on **+971 4 407 2624** or email cts@informa.com

DISCOUNTS AVAILABLE FOR 2 OR MORE PEOPLE

CALL: +971 4 335 2483
E-MAIL: a.watts@informa.com

PAYMENTS

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. Only those delegates whose fees have been paid in full will be admitted to the event.

AVOID VISA DELAYS – BOOK NOW

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible. Visas for non-GCC nationals may take several weeks to process.

CANCELLATION

- If you are unable to attend, a replacement delegate will be welcomed in your place. If you cancel your registration 57 days or more before the event, you will receive a refund minus a 10% cancellation fee (plus VAT where applicable). Cancellation after 56 days before the event or if you fail to attend the event will be 100% payable. All cancellations must be sent by email to register-mea@informa.com marked for the attention of Customer Services Cancellation.
- All registrations are subject to acceptance by Informa Middle East which will be confirmed to you in writing
- Due to unforeseen circumstances, Informa reserves the right to cancel the course, change the programme, alter the venue, speaker or topics
- For full details, please visit www.informa-mea.com/terms-and-conditions-for-delegates

